

Home Furnishings Calendar 1951

JANUARY

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; *
 * furnishing and decorating; gardening and horticulture; food and major appliances. *
 * ***** *

* The CALENDAR will furnish free to yearly subscribers an accurate list of editors *
 * who cover every phase of the home furnishings field on national trade and con- *
 * sumer publications. Non-subscribers pay \$25 for this list. Personnel changes *
 * and additions are published weekly. Avail yourself of this invaluable service. *
 * ***** *

* One of our important functions is to clear dates so that conflicts will not *
 * arise. Check with us as to available times before scheduling your next affair. *
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* Events are listed without charge in the CALENDAR for approximately six weeks in *
 * advance. Let us have your listing as early as possible so that we may help you *
 * to avoid conflicts in dates and give you increasingly better service. New events; *
 * last minute changes and revisions are added each week as scheduled. *
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* KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food; *
 * G - Gardens; HF - Home Furnishings; M - Miscellaneous. *
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mar. 29- Mar. 31	M. EASTERN ARTS ASSOCIATION, HOTEL STATLER, NEW YORK, N.Y. CONTACT: V.A. ROY, PRATT INST., 251 RIERSON ST., BROOKLYN 5, N.Y.		
Thursday Mar. 29	NEW SISAL RUGS HF. Imported from Haiti and available through interior decorators & depart- ment stores, a line of new Sisal rugs for summer use. Publicity: Philip Schuyler, MU. 3-7950.	F. SCHUMACHER & CO.	60 WEST 40TH STREET
Thursday Mar. 29	NEW PRODUCT M. "Dust-Seal" has been developed to control house dust. Application may be made on rugs, upholstered furniture, pillows and blankets to avoid dust irritant at its source. Approved by U.S. Testing Company as damage proof. Contact: L. S. Green Associates, CO. 5-8235.	L.S. GREEN ASSOCIATES	160 WEST 59TH ST.
Thursday Mar. 29	MENU CONSULTANT M. Gertrude Crum is available for consultation on all menu needs for small, large, formal or informal publicity or business parties. Catering may also be obtained. This service is designed to provide any diet needs and to suggest unusual menu ideas. Menu charge \$5.00. Additional fee by the hour for extra services or equipment including flowers, china, linens, silver and wines. Contact: Gertrude Crum, mornings 9-12:30, RE. 4-0863.	GERTRUDE CRUM	236 EAST 68TH ST.
Thursday Mar. 29	HOME FURNISHINGS STYLIST HF. Kay Schick has opened a new studio and is available as consultant to home furnishings manufacturers and as advertising stylist. Contact: AL. 4-4974.	KAY SCHICK	7 LEXINGTON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Mar. 30 10:00 A.M.	PRESS BREAKFAST <u>HF.</u> A press breakfast and preview will be held in the Sunshine House on the 7th Floor of Gimbel's to introduce the prize-winning designs, roller-printed on finished decorative fabrics, in Colonial Drapery & Curtain Corporation's International Fabric Design Competition. The public will see these prize-winning designs, beginning April 2, in a model room exhibit in the store. Three patterns: "Sylvania", "Country Square", and "Fantasia", will be shown in drapery, slipcover and bedspread treatments in both traditional and contemporary room settings. Publicity for Gimbel's, Gay Stearns, PE. 6-5100; Publicity for Colonial, Franklin Fisher, MU. 4-7038.	GIMBEL BROS.	BROADWAY & 33RD ST.
Friday Mar. 30 Just Out	TWO GARDEN BOOKS <u>G.</u> Two books dealing with garden subjects will be published on this date: "Making a Garden of Perennials" by Grace Tabor, \$1.50, and "Making Terrace and Outdoor Furnishings", by Robert Scharff (Mr. Fix), \$1.50. Publicity: Robert McBride, MU. 4-2630.	THE McBRIDE COMPANY, INC.	200 EAST 37TH ST.
Mar. 30- Apr. 8	<u>M.</u> THIRD ANNUAL CALIFORNIA HOBBY SHOW, SHRINE CONV. HALL, LOS ANGELES, CAL. CONTACT: CHET BILLINGS, TABERY CORP., 3443 SO. HILL ST., LOS ANGELES 7.		
Mar. 30- Apr. 8	<u>M.</u> WORLD HOBBY EXPOSITION, THE COLISEUM, CHICAGO, ILLINOIS. CONTACT: CHARLES SNITOW, 331 MADISON AVENUE, NEW YORK 17, N.Y.		
Saturday Mar. 31- Apr. 1	EASTERN CONFERENCE <u>AP.</u> This conference will be held at the Shoreham Hotel. Persons attending are asked not to register until they receive a card from the Chairman, Miss Kay Hanson, as a block of rooms has been reserved. Registration fee of \$15 covers all events. Friday, March 30 there will be an early bird session in the evening with the Baltimore Club as hostess. There will be interesting speakers at the Saturday morning sessions which will be followed by a luncheon. In the afternoon Mrs. Truman will receive the clubs at a tea at Blair House and in the evening there will be a costume party to which men guests are invited. Vice President and Mrs. Barkley will review the grand march. On Sunday morning a brunch session will be held to discuss club activities. Contact: Katherine L. Hanson, United Service Association, Inc., Wardman-Park Hotel, Washington, D.C.	WOMEN'S ADVERTISING CLUBS	WASHINGTON, D.C.
Mar. 31- Apr. 8	<u>HF.</u> WASHINGTON HOME BLDGS. SHOW & HOME FURNISHING FESTIVAL, NATL. GUARD ARMORY WASHINGTON, D.C. CONTACT: JAMES W. PEARSON, 1757 K. ST., WASH., D.C.		
Apr. 1- Apr. 4	<u>HF.</u> CALIFORNIA RETAIL JEWELERS ASSN., PALACE HOTEL, SAN FRANCISCO, CAL. CONTACT: WILLIAM M. ERB, 46 KEARNEY ST., SAN FRANCISCO, CALIFORNIA.		

WEEK BEGINNING MONDAY, APRIL 2, 1951

Monday Apr. 2 7:30 P.M.	TWENTY-THIRD LECTURE <u>AP.</u> Legal pitfalls of advertising and publication will be discussed by George S. McMillan of Bristol-Myers Company. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Apr. 2- Apr. 5	<u>HF.</u> LANCASTER ANTIQUES SHOW, LANCASTER, PENNSYLVANIA. CONTACT: MRS. M. E. RENNER, 483 W. MARKET STREET, YORK, PENNSYLVANIA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Apr. 2- Apr. 12	CARPET FASHION OPENING <u>HF.</u> During the 1951 Carpet Fashion Opening, the Carpet Institute will sponsor two contests: one for outstanding window and interior floor covering displays showing best coordination with the Carpet Fashion Opening, and another for the most original newspaper ads showing best coordination. For complete contest details write to Display Contest or Newspaper Ad Contest, The Carpet Institute, Empire State Bldg., New York 1, N.Y. Publicity: Melva Chesrown, Fred Eldean Organization, EL. 5-7651.	CARPET INSTITUTE	COUNTRYWIDE
Tuesday Apr. 3 12:30 P.M.- 2:00 P.M.	PRESS LUNCHEON <u>HF.</u> A press luncheon to introduce "Waitwirl," a new carpeting by Waite, will be held at the company's New York showroom, 15th floor. By invitation only. Publicity: Faith E. Willcox, MU. 8-3970.	WAITE CARPET CO.	295 FIFTH AVENUE
Apr. 3 7:30 P.M.	<u>HF.</u> REGULAR MEETING, UPH. FURN. MFRS. ASSN., HOTEL McALPIN, NEW YORK, N.Y. CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Apr. 3- Apr. 4	<u>AP.</u> DISPLAY EXHIBIT, POINT OF PURCHASE ADV. INST., WALDORF-ASTORIA, N.Y.C. CONTACT: J. KINGSLEY GOULD, EXEC. SECTY., MU. 7-1241.		
Wednesday Apr. 4 12:15 P.M.	LUNCHEON AND FORUM <u>HF.</u> A luncheon and forum will be held by the Home Fashions League, Inc., on "Home Furnishings Advertising and Promotion -- Do They Help the Consumer?" Speakers: Paul B. West, President, Association of National Advertisers, Inc.; John M. Goodwillie, Chairman, Public Relations Committee, Carpet Institute; Christine Holbrook, Editor, Better Living. Members: \$4.50; Guests: \$4.75. Reservations close Tuesday, Apr. 3, 11 A.M. and must be paid for if not cancelled by then. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE, INC. 441 MADISON AVENUE	HOTEL ROOSEVELT HENDRIK HUDSON RM.
Thursday Apr. 5 4:00 P.M.- 7:00 P.M.	PRESS PARTY <u>HF.</u> A party for the press, by invitation only, will be held to display this new establishment, specializing in lamps and shades designed by Elise Young, as well as decorative accessories. Contact: Elise Young, RE. 7-2932; Publicity: Marjorie Hutton, RE. 4-3479.	THE ELISE YOUNG GALLERIE	4½ EAST 65TH STREET
Apr. 7- Apr. 11	<u>HF.</u> PITTSBURGH GIFT MART, WILLIAM PENN HOTEL, PITTSBURGH, PENNSYLVANIA. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Apr. 7- Apr. 14	<u>F.</u> NATIONAL DONUT WEEK. SPONSOR: NATL. DONUT WEEK COMM., 152 W. 42ND ST., NEW YORK 18, N.Y.		
Apr. 8- Apr. 15	<u>HF.</u> HOUSTON NATL. HOME SHOW, COLISEUM, HOUSTON, TEXAS. CONTACT: I.W. CURRY, 903 BANKERS MORTGAGE BLDG., HOUSTON, TEXAS.		

WEEK BEGINNING MONDAY, APRIL 9, 1951

Monday Apr. 9 7:30 P.M.	TWENTY-FOURTH LECTURE <u>AP.</u> Subject of this lecture will be You and Your Job in Advertising. Veronica Dengel of Personality Unlimited will discuss "Your Best Foot Forward"; Dorothy Dignam of N.W. Ayer will speak on "Happy Talk" on Getting the Job. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Apr. 9- Apr. 13	<u>HF.</u> SOUTHWEST FURNITURE MARKET, FAIR PARK BUILDINGS, DALLAS, TEXAS. CONTACT: H. E. DILL, 902 SOUTHLAND LIFE ANNEX, DALLAS, TEXAS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Apr. 9- Apr. 14	COUNTRY ANTIQUES FAIR <u>HF.</u> Emphasis will be on the country antique dealers at this fair. Hours: 1 to 11 P.M. daily; closing Saturday at 6 P.M. Contact: The Nuttalls and Dorothy Hazen, mgrs., TE. 8-6830.	NEW YORK ANTIQUES FAIR, INC.	71ST REG. ARMORY
Tuesday Apr. 10 4:00 P.M.- 7:00 P.M.	PRESS OPENING <u>HF.</u> A new type of home furnishings service will be rendered to the retail customer by this shop, the only one of its kind in New York City. Here, under one roof, the customer can see the newest and finest fabrics from all the top fabric houses. A complete interior decorating service is also offered. The shop will be introduced to the press at a Champagne Buffet on this date by invitation only. Directors: Ruth Mack (Mrs. Walter S. Mack, Jr.) and Jean Swanson, PL. 3-2135; Publicity: Felice Maier, 550 Fifth Avenue, PL. 7-6454.	FINE FABRICS & INTERIORS	14 E. 55TH STREET
Wednesday Apr. 11	BRAND NAMES DAY LUNCHEON AND AWARDS <u>M.</u> The principal speaker will be Michael DiSalle, Dir. of Price Stabilization. Nearly 200 retail stores will be considered for top honors in the 3rd annual Brand Name Retailer of the Year awards. Seventeen awards will be made on this date to a store in each one of these categories: alcoholic beverage; children's wear; department stores; electrical appliance; drug; food; furniture stores; gasoline service stations; hardware; jewelry; men's wear; music; shoe; sporting goods; stationery; variety stores; women's specialty shops. Five runners-up in each category will receive certificates of distinction. Contact: Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION 37 WEST 57TH STREET	GRAND BALLROOM HOTEL COMMODORE
Wednesday Apr. 11 4:30 P.M.	PRESS PARTY <u>HF.</u> Ridgway & Adderley, Inc., will have a party for the press to present Anna Zinkeisen, British artist who has been commissioned for the production of designs for Adderley bone china and Ridgway earthenware. There will be a special showing of Miss Zinkeisen's paintings. New additions to the Ridgway & Adderley line will be on display. By invitation only. Publicity: Margery McNabb, Moynahan & Matthews, Inc., MU. 7-2545.	RIDGWAY & ADDERLEY, INC.	17 E. 54TH STREET
Apr. 11- Apr. 21	<u>M.</u> NATIONALLY ADVERTISED BRANDS WEEK IN VARIETY STORES. SPONSORS: CHAIN STORE AGE VARIETY EDITIONS, 185 MADISON AVE., NEW YORK 16.		
Apr. 14- Apr. 18	<u>B;HF.</u> BUILDERS HOME AND FLOWER SHOW, AUDITORIUM, MINNEAPOLIS, MINNESOTA. CONTACT: H. H. CORY, MGR., 1157 N.W. BANK BLDG., MINNEAPOLIS, MINNESOTA.		
Apr. 14- Apr. 20	<u>HF.</u> OKLAHOMA NATL. HOME SHOW, OKLAHOMA CITY, OKLAHOMA. CONTACT: GUS FIELDS, 329 BILTMORE HOTEL, OKLAHOMA CITY, OKLAHOMA.		
Apr. 15- Apr. 19	<u>HF.</u> PHILADELPHIA GIFT SHOW, BENJAMIN FRANKLIN HOTEL, PHILADELPHIA, PA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Sunday Apr. 15- June 20	WINNERS: TRIBUNE BETTER ROOMS COMPETITION <u>HF.</u> The first of several Sunday supplements devoted to showing the winners in the Chicago Tribune's 1951 Better Rooms Competition will appear on this date. The Chicagoland Better Rooms Pageant will also commence on April 15 and continue through June 20. Some 70 prize-winning rooms will be put on display in stores throughout the Chicago area. Contact: Information Division, Chicago Tribune.	CHICAGO TRIBUNE ADVTG. DEPT.	TRIBUNE TOWER CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Apr. 15	TRAIL BLAZERS CONTEST <u>HF.</u> This is the deadline date for submitting entries to the "Trail Blazers of 1951" contest sponsored by the Home Fashions League. Nominees may be designers, manufacturers, stores, converters and jobbers and should represent a genuinely new departure in design, in keeping with the League's aim of stimulating new trends in the home furnishings industry. All members are eligible to propose nominations and may submit as many entries in as many classifications as desired. A total of seven awards will be made, judged by a press jury of seven from as many publication classifications. Awards will be made at a luncheon on May 23. Further details in a later issue. Contact: Josephine Brush, Home Fashions League, 441 Madison Avenue #22, FL. 5-2276.	HOME FASHIONS LEAGUE	441 MADISON AVENUE

ADVANCE DATES AND NOTICES

Monday Apr. 16 10:00 A.M.	PRESS PREVIEW <u>HF.</u> Preview of new room setting will be shown by Bloomingdale's for the press, on the 5th floor of the store. By invitation only. Contact: Alice Hutton, Publicity Director, EL. 5-5900.	BLOOMINGDALE'S	LEXINGTON & 59TH ST.
Monday Apr. 16- Apr. 20	13TH ANNUAL ANTIQUES SHOW <u>HF.</u> Seventy-eight antiques exhibitors from twelve states will display at this annual event. Leading exhibitors will include Wylie-on-the-Green, affiliated with Plummers Ltd. of New York. Hours: 1 to 10:30 P.M. daily; closing at 6 P.M. on April 20. Contact: Milton Cottler, 220 Park Street, New Haven, Conn.	NEW HAVEN ANTIQUES SHOW	ARENA NEW HAVEN, CONN.
Apr. 16- Apr. 20	M. TWENTIETH ANNUAL PACKAGING WEEK. SPONSOR: AMERICAN MANAGEMENT ASSN., 330 WEST 42ND STREET, NEW YORK 18, N.Y.		
Monday Apr. 16- Apr. 28	SLEEP SHOW FOR 1951 <u>HF.</u> The annual Sleep Show promotion will be held throughout the country on these dates. Sponsors: National Association of Bedding Mfrs., Merchandise Mart, Chicago 54, Ill.; National Retail Furniture Assn., 666 Lake Shore Drive, Chicago 11, Ill.; National Retail Dry Goods Assn., 100 West 31st Street, New York 1, N.Y.	BEDDING & FURN. ASSNS.	COUNTRYWIDE
Tuesday Apr. 17 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW <u>HF.</u> A cocktail party for the press will be held to present Wall Trends Sixth Edition Hand Printed Wallpapers and new Miniature Hand Print Collection. Also first showing of new Linkrusta Wall Coverings. By invitation only. Contact: Mr. Beilin, DIckens 2-6750.	WALL TRENDS, INC.	509 MADISON AVENUE
Tuesday Apr. 17 6:30 P.M.	COCKTAILS AND AWARDS DINNER <u>E.</u> The Sixth Annual Lewis & Conger Home Safety Awards Dinner will be held on this date. At this time awards will be made to the manufacturers who have turned out the safest new appliances for the home during 1950. By invitation only to the press, radio and so forth. Cocktails at 6:30; dinner at 7:15. Informal dress. A few additional tickets at \$10 each are available. Publicity: Herbert Askwith, Lewis & Conger, VA. 6-2200.	LEWIS & CONGER 45TH & SIXTH AVE.	STARLIGHT ROOF WALDORF-ASTORIA
Apr. 17- Apr. 20	M. NATL. PACKAGING EXPOSITION, AUDITORIUM, ATLANTIC CITY, NEW JERSEY. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Apr. 18 Just out	TWO BOOKS ON DECORATION <u>HF.</u> Sherrill Whiton's "Elements of Interior Design and Decoration" has been brought up to date with twenty-five percent new material. Extensively illustrated, \$7.50. Lois and William Katzenbach's "The Practical Book of American Wallpaper", \$10, covers the recent history of wallpaper in this country and shows the use of all types of wallpaper. Publicity: Stanley Chambers, J. B. Lippincott Company, E. Washington Square, Philadelphia, Pa.	J.B. LIPPINCOTT CO.	PHILADELPHIA, PA.
Apr. 19- Apr. 26	<u>HF.</u> JAMESTOWN SPRING FURNITURE MARKET, FURN. MFRS. BLDG., JAMESTOWN, N.Y. CONTACT: PAUL E. DENNY, FURN. MFRS. BUILDING, JAMESTOWN, N.Y.		
Apr. 20- Apr. 29	<u>HF.</u> INDIANAPOLIS HOME SHOW, INDIANAPOLIS, INDIANA. CONTACT: J. FRANK CANTWELL, 1456 NO. DELAWARE STREET, INDIANAPOLIS, IND.		
Apr. 21-22	<u>M.</u> FIRST PART OF PASSOVER.		
Apr. 21- Apr. 28	<u>B:HF.</u> GREATER READING HOME & BUILDING SHOW, FAIR GROUNDS, READING, PA. CONTACT: CLARENCE L. EBBERT, 22 NO. FIFTH STREET, READING, PENNSYLVANIA.		
Apr. 22- Apr. 26	<u>HF.</u> ANNUAL MEETING AMERICAN CERAMIC SOCIETY, PALMER HOUSE, CHICAGO, ILL. CONTACT: CHARLES S. PEARCE, 2525 NO. HIGH STREET, COLUMBUS 2, OHIO.		
Apr. 22- Apr. 28	<u>F.</u> NATIONAL RICE WEEK. SPONSOR: BEAUMONT CHAMBER OF COMMERCE, BEAUMONT, TEXAS.		
Monday Apr. 23 7:00 P.M.	GRADUATION PARTY <u>AP.</u> All students who complete the Lecture Course are invited to be guests of A.W.N.Y. at a gala party at which the winners of the prize awards will be announced. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF NEW YORK	WALDORF-ASTORIA
Apr. 23- Apr. 28	<u>B:HF.</u> FOURTH ANNUAL BETTER HOMES EXP., WEST END AVE. ARMORY, BINGHAMPTON, N.Y. CONTACT: ROBERT T. ALLEN, HOTEL BINGHAM, BINGHAMPTON, N.Y.		
Wednesday Apr. 24 9:00 P.M.- 11:00 A.M.	SECOND DUTCH BREAKFAST <u>F.</u> This is the second in a series of breakfasts as well as being the traditional Dutch "second" mid-morning snack. Designed to introduce to trade and general press, baking chains and restaurants, the idea of using Dutch-grown poppy and caraway seeds for new flavor in familiar bakery products. Guests of honor: Dr. Willem Cnoop Koopmans, Consul General of the Netherlands in New York; Mr. A. D. Bestebreurtje, Chairman, Netherlands Chamber of Commerce in the United States. By invitation only. Contact: Thelma Weir, Publicity Associates, Inc., LO. 5-3210.	NETHERLANDS SEED SOC. AMERICAN SPICE TRADE	NETHERLAND CLUB 10 ROCKEFELLER PLAZA
Tuesday Apr. 24- May 14 7:00 P.M.- 9:00 P.M.	LECTURE SERIES ON HOME FURNISHINGS <u>HF.</u> Four lectures, to be held on consecutive Tuesday evenings, will deal with Floor Coverings, Wall Coverings, Furniture and Accessories. There will be two speakers each evening, experts in their field, who will each talk for 45 minutes with 15 minutes for questions and answers. Everyone interested is urged to enroll. Fee for entire course is \$6 and enrollment is limited. Register at Art Alliance. Publicity: Florence Fleischer, James Lees & Sons Company, Bridgeport, Pennsylvania.	HOME FASHIONS LEAGUE PHILADELPHIA CHAPTER	ART ALLIANCE 251 S. 18, PHILA.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Apr. 27-28	<u>M.</u> SECOND PART OF PASSOVER.		
Apr. 28- May 6	<u>HF.</u> SAN ANTONIO HOME SHOW, SAN ANTONIO, TEXAS. CONTACT: G. A. GODFREY, CHAMBER OF COMMERCE BLDG., DALLAS, TEXAS.		
Apr. 28	<u>HF.</u> INTERNATIONAL TEXTILE EXPOSITION, LILLE, FRANCE, TO MAY 20.		
Apr. 29- May 5	<u>HF.</u> NATIONAL COTTON WEEK SPONSOR: NATIONAL COTTON COUNCIL OF AMERICA, 271 CHURCH ST., NEW YORK 13.		
Apr. 29- May 5	<u>E.</u> NATIONAL HOME DEMONSTRATION WEEK SPONSOR: EXTENSION SERVICE, U.S. DEPT. OF AGRICULTURE, WASHINGTON, D. C.		
Monday Apr. 30	COMPETITION CLOSES SOC. OF THE PLASTICS IND. 295 MADISON AVENUE <u>M.</u> The closing date for nominations for the annual John Wesley Hyatt Award for outstanding achievement in the field of plastics has been postponed from April 2 because of unusual current conditions in the field. The award, which consists of a gold medal and \$1000, may be competed for by molders, fabricators, laminators, extruders, reinforced plastics processors, film and sheeting producers and printers, machinery and equipment manufacturers and raw material producers. Entry blanks may be obtained by writing William T. Cruse, The Society of the Plastics Industry, 295 Madison Ave., New York 17, N.Y. Publ.: Langdon P. Williams, MU, 6-1490.		
Monday Apr. 30- May 4	TWENTIETH ANNIVERSARY CONFERENCE & EXHIBIT <u>HF.</u> Open to all decorators and members of allied professions and trades, this year's conference has as its theme "Interior Decoration Comes of Age" A stimulating program has been planned for April 30, May 1-2. The Trade Exhibit will continue through May 4 and will be held in the Civic Auditorium where it will be open to the public on May 3 and 4. A series of rooms designed by members for Grand Rapids furniture manufacturers will be on view at the Grand Rapids Furniture Museum, as well as photographic displays. Information and reservations: Natl. A.I.D. Headquarters, 41 East 57th Street, New York 22, N.Y.; Publicity: Albert M. Leach, Alfred Auerbach Assoc., CO. 5-7805.	AMERICAN INSTITUTE OF DECORATORS	PANTLIND HOTEL GRAND RAPIDS, MICH.
Monday Apr. 30- May 5	EASTERN STATES ANTIQUES FAIR <u>HF.</u> Emphasis will be placed on Early American antiques at this 32nd Antiques Fair. Hours, 1 to 11 P.M., daily, closing Saturday at 6 P.M. Contact: C.J. & C.B. Nuttall, TE. 8-6830.	C.J. & C.B. NUTTALL 660 MADISON AVENUE	WESTCHESTER COUNTY CENTER, WHITE PLAINS
Apr. 30- May 11	BRITISH INDUSTRIES FAIR, BIRMINGHAM AND LONDON, ENGLAND CONTACT: BRITISH INFORMATION SERVICES, 30 ROCKEFELLER PLAZA, CI. 6-5100.		
Tuesday May 1- May 5	HOME PROGRESS EXPOSITION NEW HAVEN REGISTER NEW HAVEN ARENA <u>HF.</u> The 16th Annual New Haven Home Progress Exposition, under the sponsorship of the New Haven Register, will be held on these dates and will feature a Furniture and Fashion Fair. Contact: Milton Cottler, 220 Park Street, New Haven, Connecticut.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 1- May 31	<u>F.</u> MILK FESTIVAL. SPONSOR: AMERICAN DAIRY ASSOCIATION, 20 N. WACKER DR. BLDG., CHICAGO 6, ILL.		
May 2- May 6	<u>HF.</u> DULUTH ANNUAL HOME SHOW, DULUTH, MINNESOTA. CONTACT: DON BELLOW, 907 ALWORTH BLDG., DULUTH 1, MINNESOTA.		
May 6- May 9	<u>HF.</u> WESTERN VARIETY STORE MDSE. SHOW, CIVIC AUDITORIUM, SAN FRANCISCO, CAL. CONTACT: KAY LEBER, DIR., 1355 MARKET ST., SAN FRANCISCO 3, CALIFORNIA.		
May 8- May 12	<u>M.</u> MEMPHIS COTTON CARNIVAL ASSOCIATION. CONTACT: WM. L. QUINLEN, JR., 547 NO. MAIN ST., P.O. BOX 302, MEMPHIS, TENN.		
May 9- May 11	<u>B.</u> AMERICAN INSTITUTE OF ARCHITECTS, EDGEWATER BEACH, CHICAGO, ILL. CONTACT: E. R. PURVES, 1741 NEW YORK AVENUE, N.W. WASHINGTON 6, D.C.		
May 9- May 13	<u>HF:B.</u> EL PASO HOME SHOW. CONTACT: G. A. GODFREY, PRES., CHAMBER OF COMMERCE BLDG., DALLAS, TEXAS.		
Thursday May 10 5:00 P.M.- 7:00 P.M.	<u>SPRING CARNIVAL</u> <u>M.</u> The League will hold its annual Spring cocktail party for fund-raising purposes on this date. Members are urged to come and bring their families and friends. Tom Lee has generously consented to do the decorations for this party and he and Dorothy Harrower are making plans. Merchandise contributions for prizes will be welcome as always. Invitations will be in the mail shortly. Tickets will soon be on sale at \$3.75 each covering two drinks and a door prize chance, through the League offices 441 Madison Avenue. Contact: Jane Scriven, Chairman, PL. 3-5200 and Paige Dougherty, Co-Chairman, MU. 2-1490.	HOME FASHIONS LEAGUE	PARK-SHERATON
May 12- May 19	<u>F.</u> NATIONAL FROZEN FOOD WEEK. SPONSORS: NATL. FROZEN FOOD PACKERS, 1415 K ST., WASH., D.C.; NATL. WHOLESALE FROZEN FOOD DIST., 60 E. 42ND, N.Y.C.		
May 12- May 20	<u>B.</u> METROPOLITAN LOUISVILLE HOME SHOW, MERCHANTS & MANUFACTURERS BLDG. STATE FAIR GROUNDS, LOUISVILLE, KY. CONTACT: JAMES G. POLK, GEN'L CHMN.		
May 12- May 20	<u>B.</u> GREATER CINCINNATI BUILDERS HOME SHOW CONTACT: J. A. NAZ, CHAIRMAN, 907 UNION TRUST BLDG., CINCINNATI 2, OHIO.		
May 13	<u>M.</u> MOTHER'S DAY. PRESIDENTIAL PROCLAMATION.		
May 13- May 20	<u>HF.</u> SAN DIEGO NATIONAL HOME SHOW CONTACT: JIM WILSON, 362 SPRECKELS BLDG., SAN DIEGO 1, CALIFORNIA.		
May 14- May 17	<u>HF.</u> HERSHEY ANTIQUES SHOW, COMMUNITY BUILDING, HERSHEY, PENNSYLVANIA. CONTACT: MRS. MABEL I. RENNER, 843 W. MARKET ST., YORK, PA.		
May 14- May 20	<u>HF.</u> NATIONAL IRISH LINEN WEEK SPONSOR: THE IRISH LINEN GUILD, 1270 SIXTH AVENUE, NEW YORK 20, N.Y.		
June 18- June 28	SUMMER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN CONTACT: C. F. CAMPBELL, 427 WEST FULTON ST., GRAND RAPIDS 3, MICHIGAN.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 18- June 28	INTERNATIONAL HOME FURNISHINGS MARKET	MERCHANDISE MART AMERICAN FURN. MART	CHICAGO, ILLINOIS
	The annual summer market will be held on these dates. For the convenience of visitors to the Merchandise Mart, a new electrical device, a direction finder, has been installed on the 15th floor. Similar finders are contemplated for other floors of the Mart. Contact: News Bureau, Mdse. Mart.		

MUSEUM, GALLERY & GARDEN NEWS

Tuesday Mar. 27- 2:00 P.M.- 5:00 P.M. May 27	PRESS PREVIEW <u>HF.</u> A press preview of the winning designs in the lamp competition sponsored jointly by the Museum of Modern Art and the Heifetz Co. will be held on this date. The winners will go on sale March 28 in stores throughout the country. Publicity for the Museum, Betty Chamberlain, CI. 5-8900; Publicity for the Heifetz Co., Hilda Kassell, PL. 9-2917.	MUSEUM OF MODERN ART	11 WEST 53RD ST.
Monday Apr. 16- Apr. 20	1ST ANNUAL FLOWER SHOW <u>G.</u> New Haven's first Flower Show, which is to be an annual event, will feature the theme of "Our Heritage." Garden Clubs of Southern Connecticut will set up rooms in antique decor with flower arrangements. Contact: Milton Cottler, 220 Park Street, New Haven, Connecticut, and Mrs. Franklin Swift, Woodbridge, Connecticut.	NEW HAVEN ARENA	NEW HAVEN, CONN.
Apr. 16- Apr. 22	<u>G.</u> NATIONAL GARDEN WEEK. CONTACT: GENERAL FEDERATION OF WOMEN'S CLUBS, 1734 N. ST., N.W., WASH., D.C.		
Wednesday Apr. 18- June 9	MASK EXHIBIT <u>M.</u> An exceptional display of masks collected from all ages and all parts of the world will go on view under the title "False Faces." Ceremonial, religious, life, death, theatrical, dance and festival masks made of leather, wood, porcelain, papier mache, plaster and linen will be shown. Hours: 10 A.M. to 5 P.M. Mon. through Sat.; until 9:30 P.M. Tues. and Thurs. up to Apr. 30. (Closed Sat. after June 1). Admission free. Contact: Calvin S. Hathaway, Alleine E. Dodge and Everett P. Lesley, Jr., AL. 4-6300.	COOPER UNION MUSEUM	COOPER SQUARE
Apr. 18- June 17	JAPANESE POTTERY & BASKETWARE <u>M.</u> Selected examples of well designed, hand-made Japanese pottery and basketware for everyday use arriving in the United States and will be exhibited on the first floor of the Museum of Modern Art. Collection will include teapots, cups, plates, bread baskets, mats, etc. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD ST. NORTHWEST GALLERY

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below:

Frances Troy Schwab, listed as individual editor, has suspended publication of her syndicated column "What's New For The Home," due to illness.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

HOME FURNISHINGS CALENDAR is published every Thursday.
There is no charge for any listing. Subscription rates: One year, \$30;
six months, \$18; three months, \$10; single copy, \$1.